With a bigger budget I could.....

- A DEVELOPMENT PERSPECTIVE
- INTERACTIVE: GOOD, BAD, AND UGLY
- LESSONS WE CAN APPLY TODAY

The Development Perspective

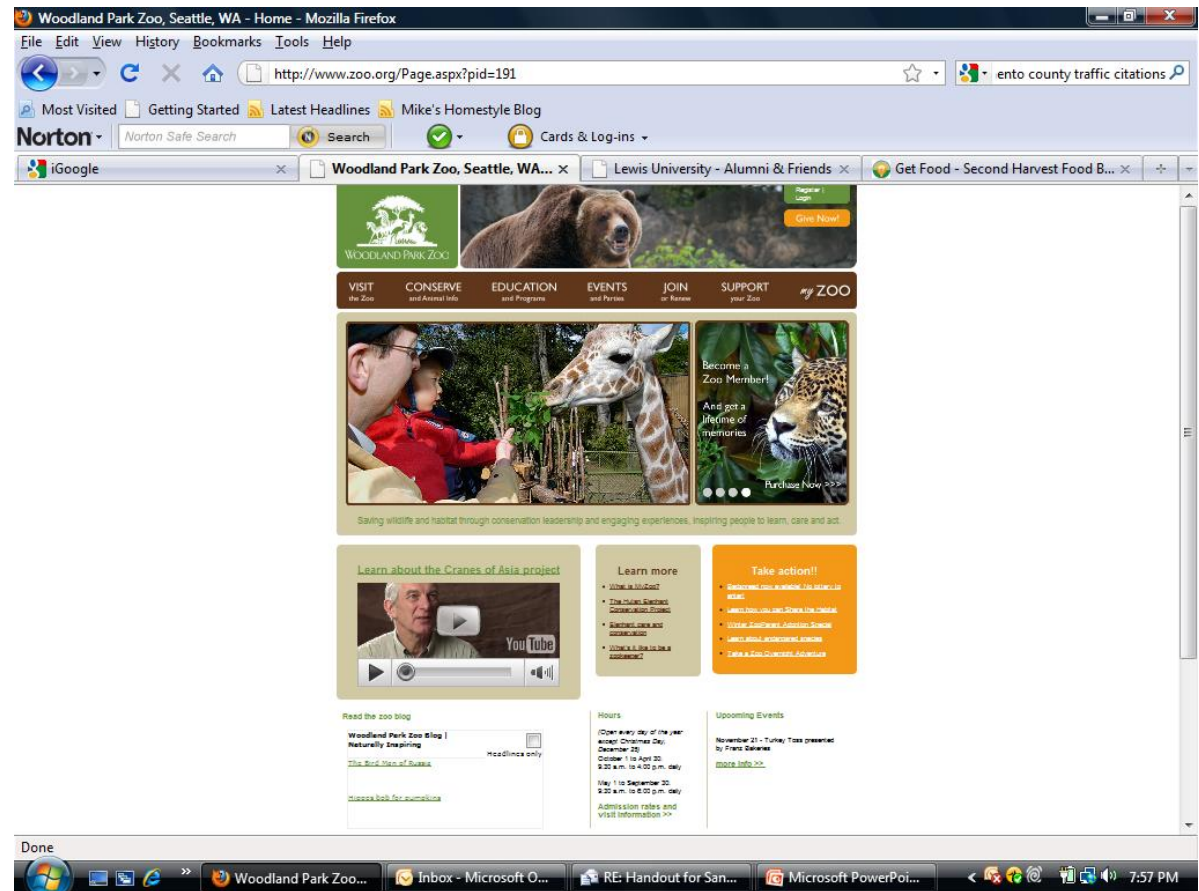# The Development Perspective

Know your audience

Demographics
Behavior

Actions:

1. Capture info
2, Track patterns
3. Assess & Revise

Tools:

Google Analytics,
others...

www.zoo.org

The Development Perspective

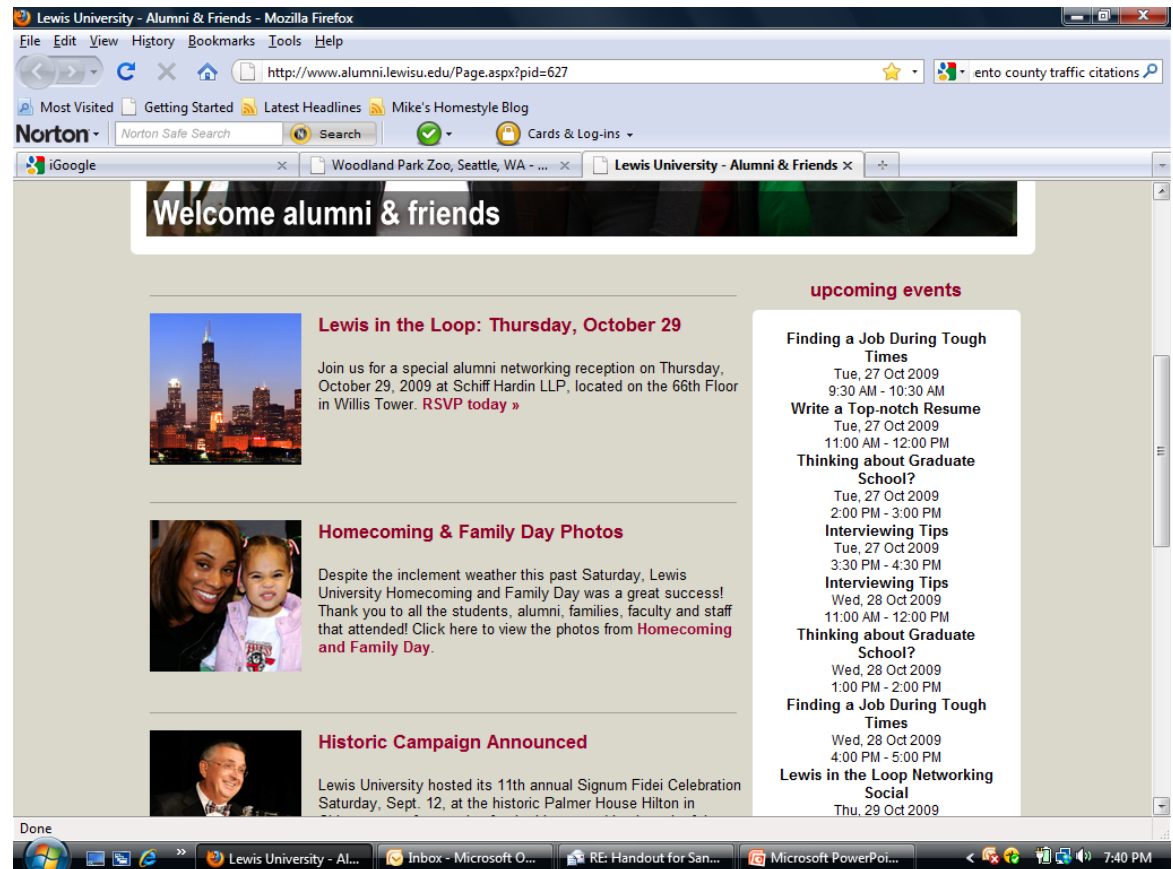Know your audience

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www.alumni.lewisu.edu

The Development Perspective

Apply traditional fundraising tactics

Invite a friend
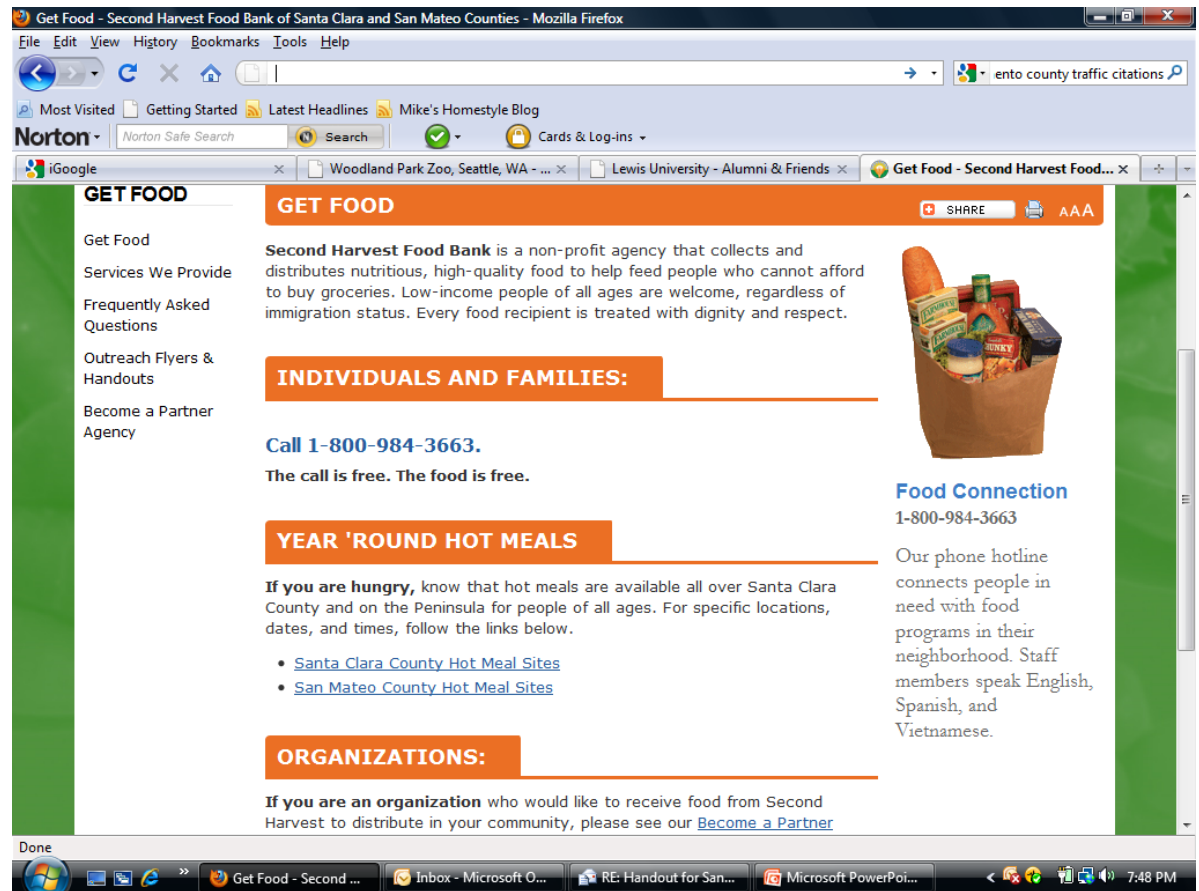Ask questions
Engage in other activities

Actions:

1. Share a page
2. Print icon
3. Donor preferences
4. Email a friend
5. Follow-up

Tools:

Survey Monkey
Email
RSS, Share & Print

www.secondharvest.net

GET FOOD

Get Food
Services We Provide
Frequently Asked Questions
Outreach Flyers & Handouts
Become a Partner Agency

GET FOOD   SHARE   AAA

Second Harvest Food Bank is a non-profit agency that collects and distributes nutritious, high-quality food to help feed people who cannot afford to buy groceries. Low-income people of all ages are welcome, regardless of immigration status. Every food recipient is treated with dignity and respect.

INDIVIDUALS AND FAMILIES:

Call 1-800-984-3663.

The call is free. The food is free.

YEAR 'ROUND HOT MEALS

If you are hungry, know that hot meals are available all over Santa Clara County and on the Peninsula for people of all ages. For specific locations, dates, and times, follow the links below.

- Santa Clara County Hot Meal Sites
- San Mateo County Hot Meal Sites

ORGANIZATIONS:

If you are an organization who would like to receive food from Second Harvest to distribute in your community, please see our Become a Partner

Food Connection
1-800-984-3663

Our phone hotline connects people in need with food programs in their neighborhood. Staff members speak English, Spanish, and Vietnamese.

The Development Perspective

Be Bold!

Be Clear About Benefits
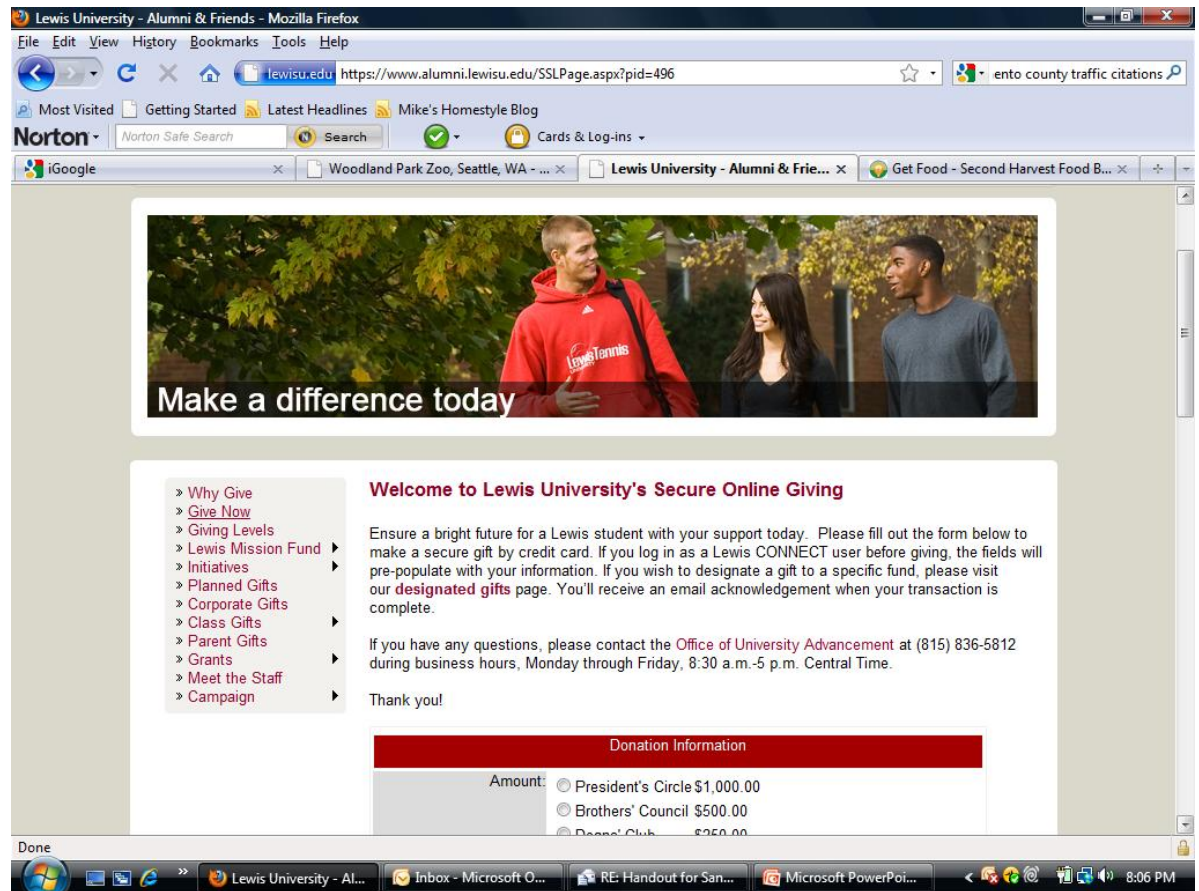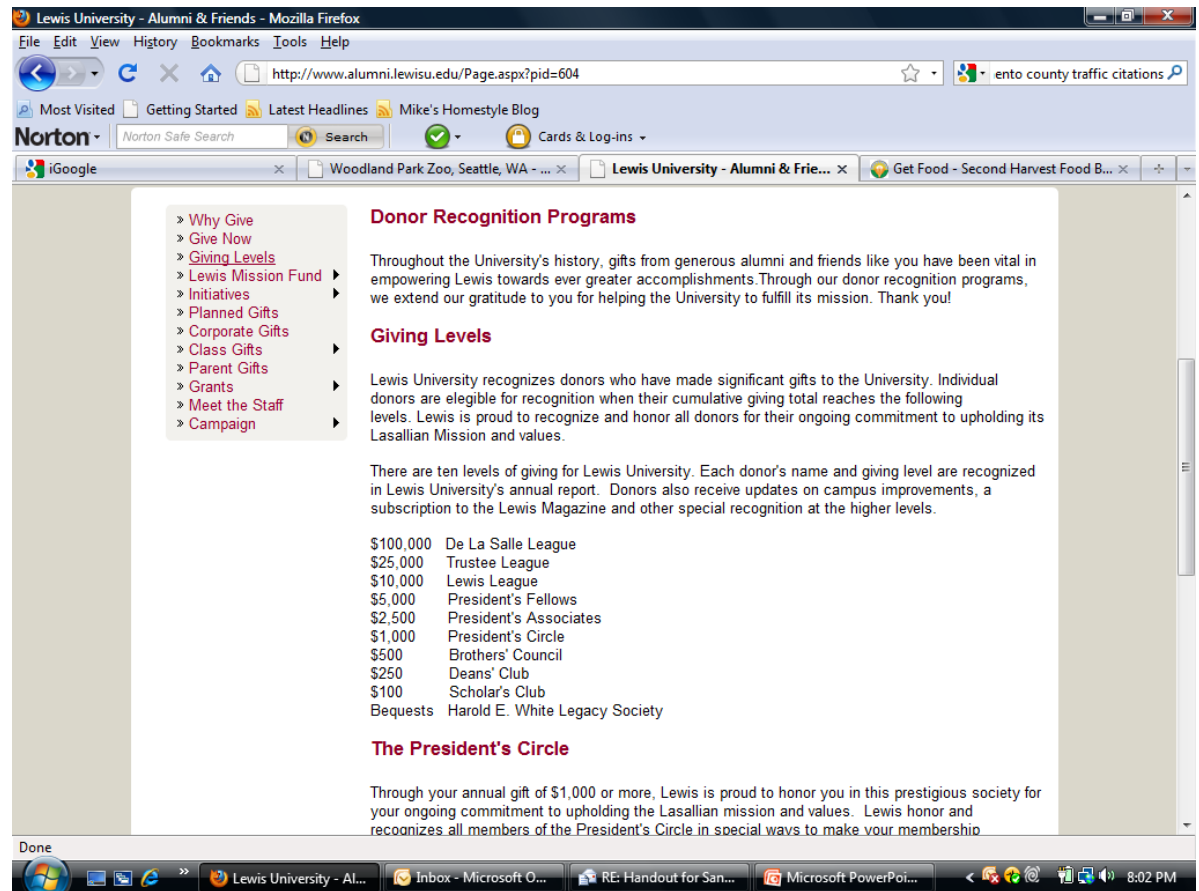Ask For Slightly More
Tie it to the Mission
Target the ask

Actions:

1. Use bullets and short paragraphs
2. Start with high amounts, reduce
3. Use images
4. Options

Tools:

Recurring gift programs
Online merchants

www.alumni.lewisu.edu

The Development Perspective

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The Good, The Bad, and The Ugly

The Good, The Bad & The Ugly

Design v. Functionality

Mission Related
Emotive Desires
Site Goals

Actions:

1. Focus on emotions
2. Focus on tasks
3. Focus on end user
4. Multidisciplinary Project Team

Questions ?

- # www.vanaqua.org
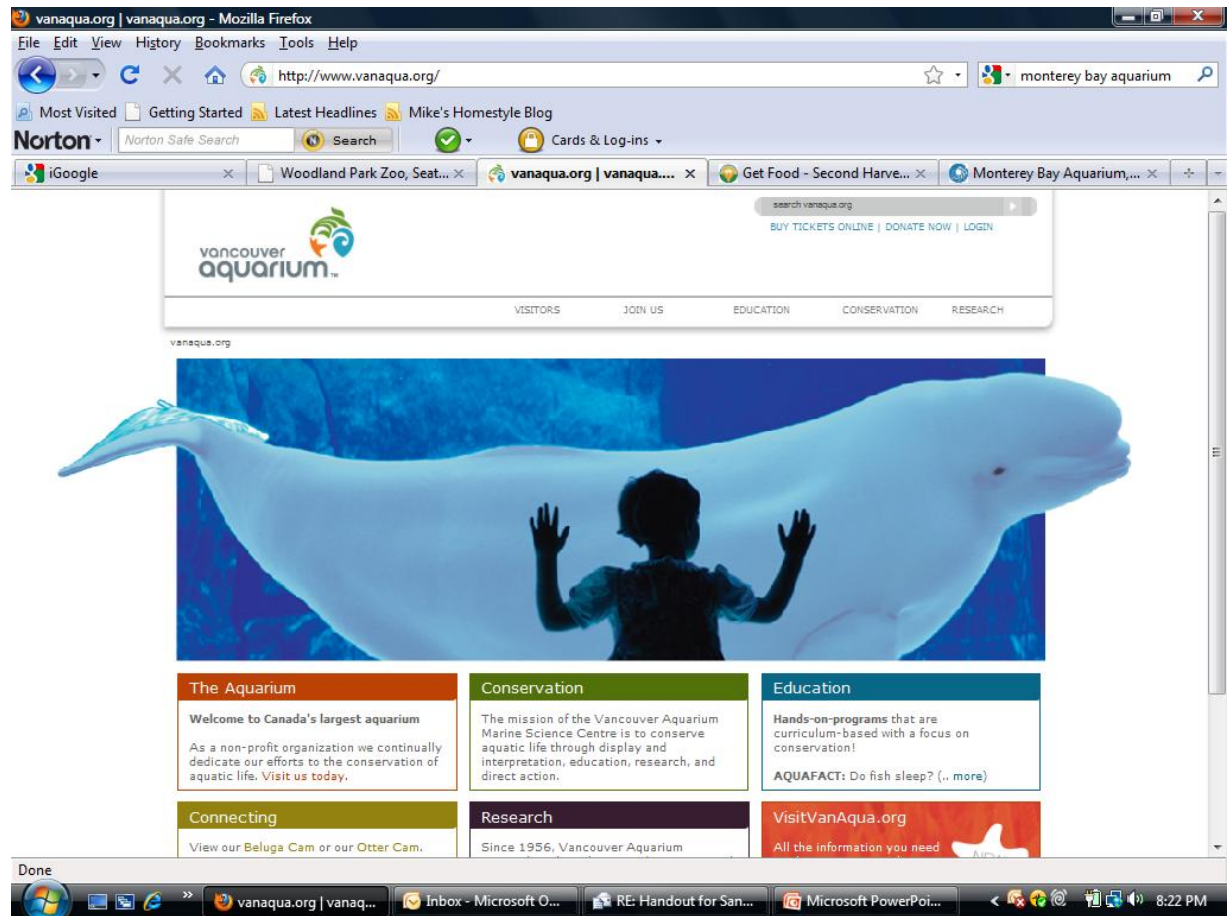
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Questions ?

- ## www.montereybayaquarium.org

The Good, The Bad & The Ugly

Navigating The Site

Color Coding
Visual Cues
Action Orientation

Actions:

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Questions ?

- www.zoo.org
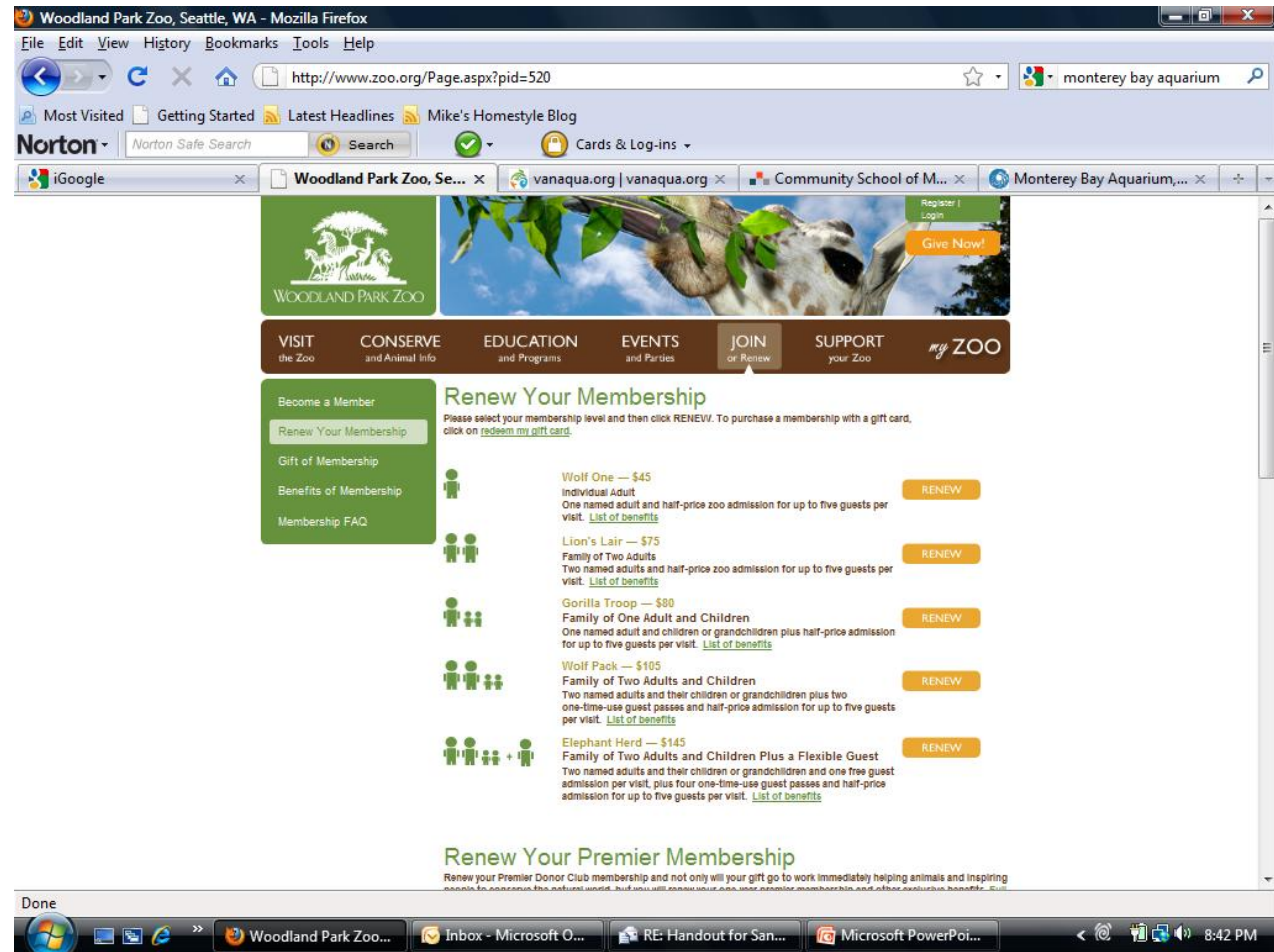
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- ???.org

The Good, The Bad & The Ugly

Target Your Audience

Disabilities
Demographics
Interests / Preferences

Actions:

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Questions ?

- bcp.org
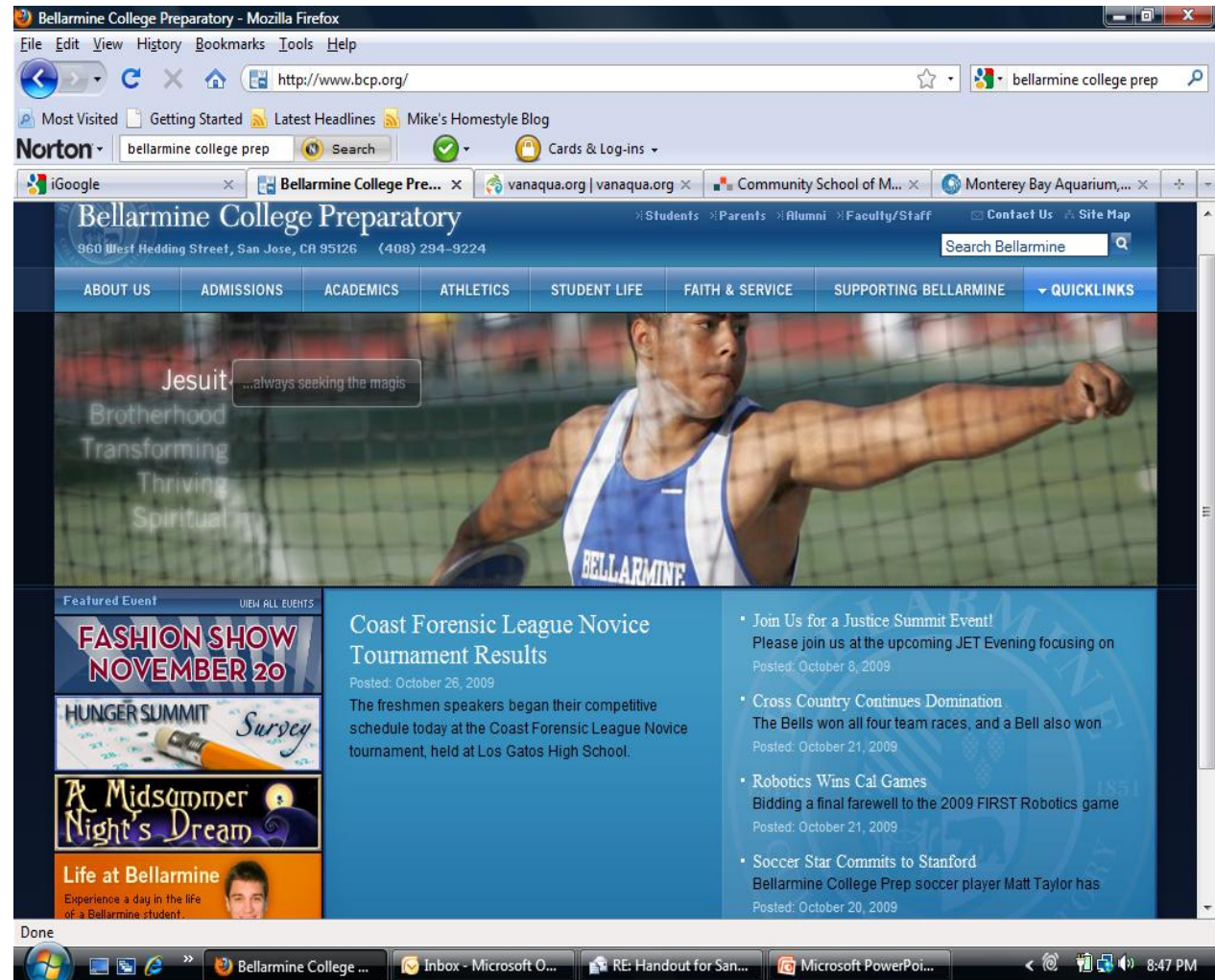
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Questions ?

- montereybayaquarium.org

The Good, The Bad & The Ugly

Evaluating The Site

Tables:

1. Positives
2. Negatives
3. Specific Directions
4. End User Experience

Comments ?

- www.arts4all.org

The Good, The Bad & The Ugly
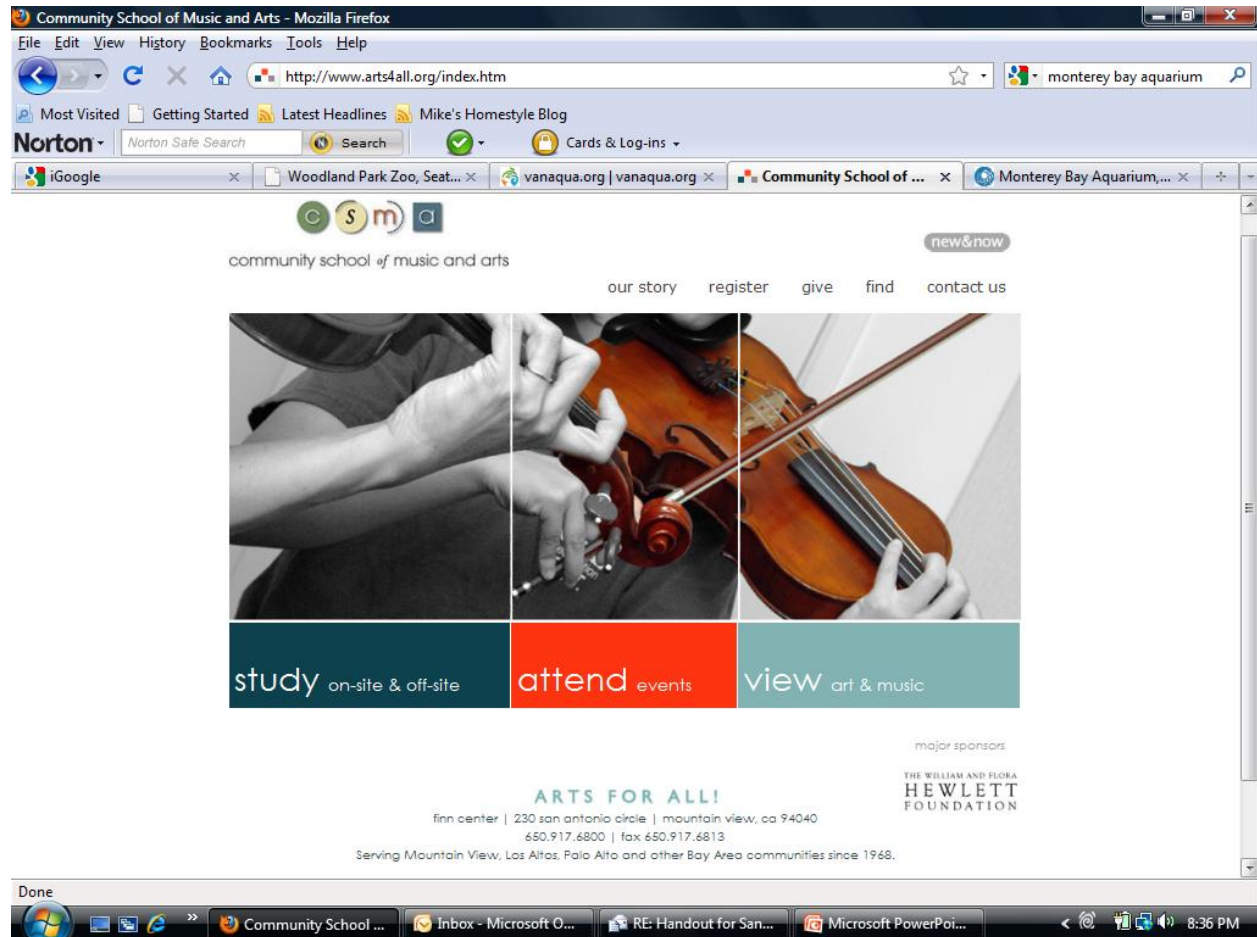
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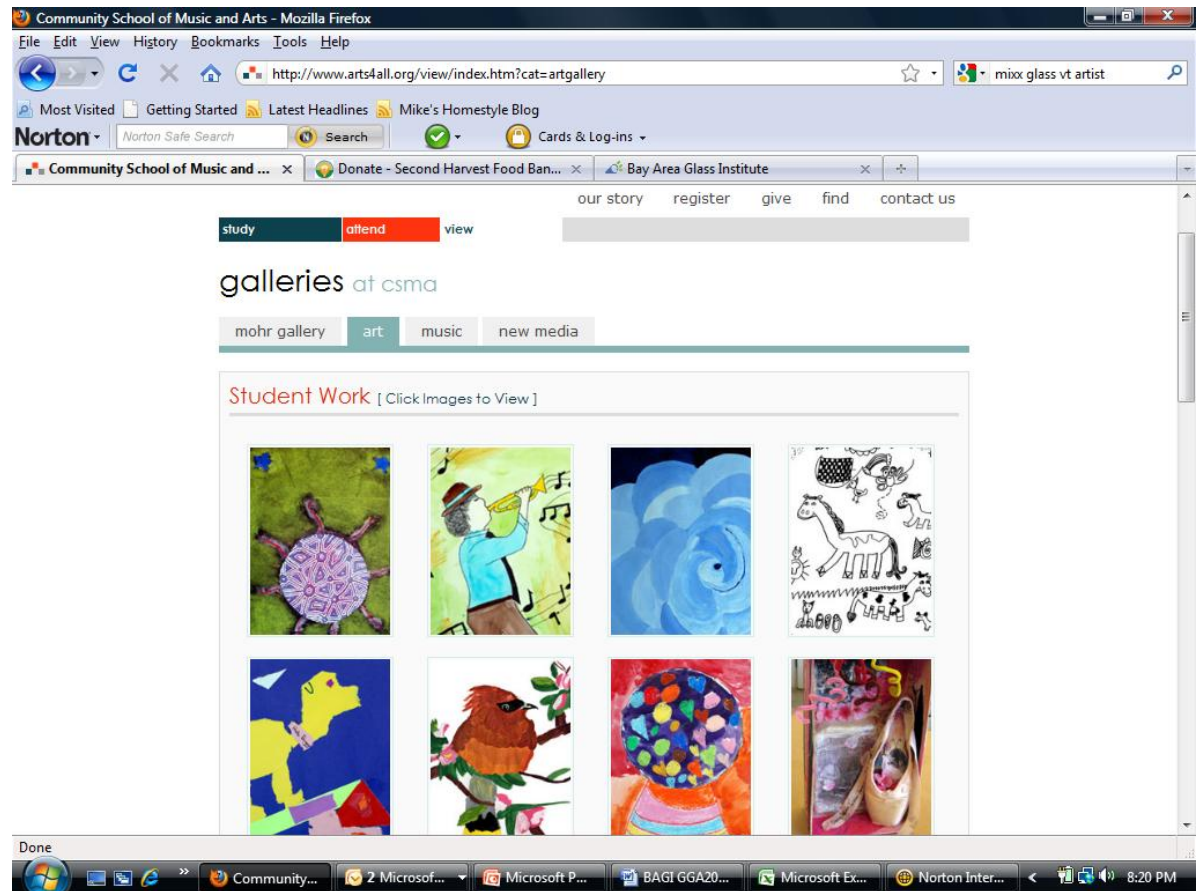
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Without a bigger budget I could.....

- UNDERSTAND MY AUDIENCE BETTER
- ENGAGE MORE POTENTIAL DONORS
- MAKE IT EASIER TO GIVE
- SEND MORE APPEALING SOLICITATIONS
- REDUCE MY WORKLOAD

It's not rocket science –

it's simply development *online!*

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